

<i>SERFF Tracking Number:</i>	<i>UNAM-126274827</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43842</i>
<i>Company Tracking Number:</i>	<i>PL80-5</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>PLIC Med Supp Lead Card</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: PLIC Med Supp Lead Card

SERFF Tr Num: UNAM-126274827 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed-Closed

State Tr Num: 43842

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: PL80-5

State Status: Filed-Closed

Filing Type: Advertisement

Author: Holly Parenti

Reviewer(s): Stephanie Fowler

Date Submitted: 10/21/2009

Disposition Date: 11/23/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 11/23/2009

Explanation for Other Group Market Type:

State Status Changed: 11/23/2009

Deemer Date:

Created By: Holly Parenti

Submitted By: Holly Parenti

Corresponding Filing Tracking Number:

Filing Description:

Form(s)

PL80-5 Medicare Supplement Lead Piece

PL81-5 Medicare Supplement Lead Piece

Dear Sir or Madam:

We submit the above forms for your review and approval. This advertising material will be used for our Medicare Supplement forms approved by your state on December 29, 2005.

SERFF Tracking Number: UNAM-126274827 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 43842
Company Tracking Number: PL80-5
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: PLIC Med Supp Lead Card
Project Name/Number: /

We certify that these forms comply with the provisions of 19ss10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Medicare Supplement approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@universalamerican.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
P.O. Box 958465 407-628-1776 [Phone] 8531 [Ext]
Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company CoCode: 67660 State of Domicile: Pennsylvania
1001 Heathrow Park Lane Group Code: 953 Company Type:
Suite 5001 Group Name: State ID Number:
Lake Mary, FL 32746 FEIN Number: 23-1305366
(407) 995-8000 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$25.00 per ad (2 ads)
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$50.00	10/21/2009	31436014

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<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	11/23/2009	11/23/2009

<i>SERFF Tracking Number:</i>	<i>UNAM-126274827</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 11/23/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UNAM-126274827</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43842</i>
<i>Company Tracking Number:</i>	<i>PL80-5</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>PLIC Med Supp Lead Card</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Medicare Supplement Lead Card	Filed	Yes
Form	Medicare Supplement Lead Card	Filed	Yes

SERFF Tracking Number:	UNAM-126274827	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	43842
Company Tracking Number:	PL80-5		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	PLIC Med Supp Lead Card		
Project Name/Number:	/		

Form Schedule

Lead Form Number: PL80-5

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/23/2009	PL80-5	Advertising	Medicare Supplement Lead Card	Initial			PL80-5.pdf
Filed 11/23/2009	PL81-5	Advertising	Medicare Supplement Lead Card	Initial			PL81-5.pdf

Your Medicare Birthday is Right Around the Corner - Important Medicare Healthplan Choices Ahead!

If you have just turned 65 - or will be soon - you will be in your Medicare Initial Coverage Election Period and may be evaluating your many Medicare healthplan choices. And with healthcare costs on the rise, don't delay in exploring your health coverage options. Supplement your original Medicare benefits with a Medicare Supplement insurance plan. Return this postage paid card today to find out more about your Medicare insurance options.

Yes! I would like to learn more about Medicare Supplement insurance plans.

Name: _____

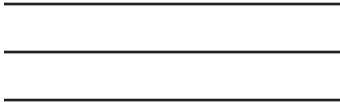
DOB: _____

Phone: _____
(area code)

Spouse: _____

DOB: _____

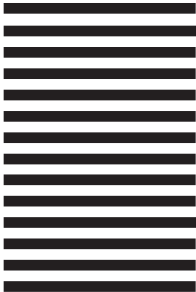
Pennsylvania Life Insurance Company. Policy Series PMSA. This is an advertisement for Medicare Supplement insurance. You may receive additional communications from an insurance agent. Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.



[RUSH!]



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO [XXX] [CITY, ST]

POSTAGE WILL BE PAID BY ADDRESSEE

PENNSYLVANIA LIFE INSURANCE COMPANY
[PO BOX 12345]
[CITY ST 12345-6789]

BARCODE

MEDICARE OPEN ENROLLMENT INFORMATION CARD

Because you've just turned 65 - or will be soon - you will be in your Medicare Open Enrollment period*. This means that you are guaranteed coverage and can choose any Medicare Supplement insurance carrier no matter what your health is. **You only have this opportunity for open enrollment once in a lifetime!** We can help you choose wisely during your open enrollment period. Making the right choice may save you money on your healthcare each year.

☐ **YES** - I want to learn about Medicare benefits!

Name: _____

DOB: _____

Phone: _____

(area code)

Spouse: _____

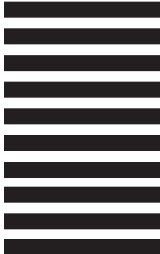
DOB: _____

Pennsylvania Life Insurance Company. Policy Series PMSA. This is an advertisement for Medicare Supplement insurance. You may receive additional communications from an insurance agent. Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

*Open Enrollment starts when you enroll in Medicare Part B.



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IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. [XXX] [ANYTOWN ST]

POSTAGE WILL BE PAID BY ADDRESSEE:

PENNSYLVANIA LIFE INSURANCE COMPANY
[PO BOX 123]
[ANYTOWN, ST 12345-6789]

